

2. (TWICE AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive unit which receives an image signal of said different colors and drives the panel according to the image signal while decreasing a drive frequency of sustain discharges as a display load factor increases,

wherein when the display load factor increases, said drive unit makes a correction so that an intensity of the image signal of green is decreased or an intensity of the image signal of blue is increased compared with a case when the display load factor is lower.

3. (TWICE AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive unit which receives an image signal of said different colors and drives the panel according to the image signal while decreasing a drive frequency of sustain discharges as a display load factor increases,

wherein when the display load factor decreases, said drive unit makes a correction so that an intensity of the image signal of green is increased or an intensity of the image signal of blue is decreased compared with a case when the display load factor is higher.

4. (THREE TIMES AMENDED) The plasma display panel according to claim 3, wherein said drive unit monitors a power consumption of the panel and corrects said intensity of the image signal of green or blue on a condition that said display load factor increases when said power consumption increases, and said display load factor decreases when said power consumption decreases.

5. (THREE TIMES AMENDED) The plasma display panel according to claim 3, wherein said drive unit monitors the drive frequency of the sustain discharges of the panel, and corrects said intensity of the image signal of green or blue on a condition that said display load factor increases when said drive frequency decreases, and said display load factor decreases when said drive frequency increases.

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6. (THREE TIMES AMENDED) The plasma display panel according to claim 3, wherein said drive unit monitors a luminance value and/or a display area value of each color to be supplied per predetermined unit time, and corrects said intensity of the image signal of green or blue on a condition that said display load factor increases when an accumulated total of said luminance value and/or display area value per predetermined unit time is higher, and said display load factor decreases when the accumulated total of said luminance value and/or display area value per predetermined unit time is lower.

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11. (ONCE AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a detector to estimate a display load factor by detecting one of a power consumption of the plasma display panel and a drive frequency of sustain discharges of the plasma display panel; and

a drive unit, which receives an image signal of said different colors, driving the plasma display panel and changing the drive frequency of sustain discharges according to the estimated display load factor, and changing an intensity of the image signal of a predetermined color so that a ratio of an emission intensity of each of the different colors during a white display is substantially equal regardless of the display load factor.

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13. (ONCE AMENDED) The plasma display panel according to claim 11, wherein when the display load factor increases from a first level to a second level, higher than the first level, by increasing a luminance and/or a display area of a display image, the drive unit decreases an intensity of the image signal of green light from a first intensity to a second intensity less than the first intensity or increases an intensity of the image signal of blue light from a third intensity to a fourth intensity greater than the third intensity.

14. (ONCE AMENDED) The plasma display panel according to claim 11, wherein when the display load factor decreases from a first level to a second level, lower than the first level, by decreasing a luminance and/or a display area of a display image, the drive unit increases an intensity of the image signal of green light from a first intensity to a second intensity greater than the first intensity or decreases an intensity of the image signal of blue light from a third intensity to a fourth intensity less than the third intensity.

15. (ONCE AMENDED) The plasma display panel according to claim 13, wherein said drive unit detects the power consumption of the plasma display panel and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and power consumption changes.

16. (ONCE AMENDED) The plasma display panel according to claim 14, wherein said drive unit detects the power consumption of the plasma display panel and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and power consumption changes.

17. (ONCE AMENDED) The plasma display panel according to claim 13, wherein said drive unit detects the drive frequency of the sustain discharges of the plasma display panel and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and drive frequency changes.

18. (ONCE AMENDED) The plasma display panel according to claim 14, wherein said drive unit detects the drive frequency of the sustain discharges of the plasma display panel and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and drive frequency changes.

19. (ONCE AMENDED) The plasma display panel according to claim 13, wherein said drive unit detects a luminance value and/or a display area value of each color to be supplied per predetermined unit time, and adjusts the intensity of the image signal of the green light or the intensity of the image signal of the blue light based on a relationship between changes of the display load factors and changes of an accumulated total of a luminance value and/or a display area value per predetermined unit time.

20. (ONCE AMENDED) The plasma display panel according to claim 14, wherein said drive unit detects a luminance value and/or a display area value of each color to be supplied per predetermined unit time, and adjusts the intensity of the image signal of the green light or the

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intensity of the image signal of the blue light based on a relationship between changes of the display load factor and changes of an accumulated total of an luminance value and/or a display area value per predetermined unit time.

22 (ONCE AMENDED) A method of driving plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

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driving the plasma display panel according to an image signal while changing a drive frequency of sustain discharges according to a change of a display load factor, and changing an intensity of the image signal of predetermined colors so that a ratio of an emission intensity of each of the different colors during a white display is substantially equal regardless of the display load factor.

24. (ONCE AMENDED) A method of driving plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

driving the plasma display panel according to an image signal while decreasing a drive frequency of sustain discharges as a display load factor increases, and changing an intensity of the image signal of a predetermined color, so that a ratio of an emission intensity of said fluorescent substance of each color during a white display is roughly the same when said display load factor is low and high, depending on a change of the display load factor.

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25. (ONCE AMENDED) A method of driving plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

driving the plasma display panel according to an image signal while decreasing a drive frequency of sustain discharges as a display load factor increases, wherein when the display load factor increases, an intensity of the image signal of green is decreased or an intensity of the image signal of blue is increased compared with a case when the display load factor is lower.

26. (ONCE AMENDED) A method of driving plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising: